

bly explain, in part, why so many thousands of dollars were raised to secure the necessary signatures for the November initiative, and to provide funds to carry on an educational campaign necessary for its passage.[†]

SUPPORT YOUR ADVERTISERS

We Help Ourselves by Helping Others.—

For years, on advertising page 8 of CALIFORNIA AND WESTERN MEDICINE, an "Alphabetical List of Advertisers" has been given; and there has also appeared the following footnote to the tabular list, asking readers to remember such advertising patrons:

COÖPERATE WITH YOUR ADVERTISERS

CALIFORNIA AND WESTERN MEDICINE, the official publication of your Association, is made possible in part by reason of the coöperation of business firms and institutions who use advertising space. Their purpose is to direct attention to their products and services to present and future patrons.

Members and readers are urged to give preference to and to patronize these advertisers. When ordering goods, mention CALIFORNIA AND WESTERN MEDICINE.

This coöperation will please the advertiser, add to advertising income, and enable your Association to increase the value of this JOURNAL to members and readers.

The truths embodied in the above text should appeal to every member of the California Medical Association. If the solicited coöperation were given generously, the reputation of the OFFICIAL JOURNAL of the California Medical Association, as a worthwhile advertising medium, would so rapidly spread among manufacturers and others who cater to the needs of the medical profession that the income from advertisements alone would greatly increase, thus making possible a lesser subscription allocation from the annual dues than has been in vogue in recent years.

* * *

United States Postal Laws Make Subscription Rate Necessary: "California and Western Medicine" Rate.—In order to secure second-class postal rate, the United States Post Office Department demands that definite subscription rates be established for members who receive the official journals of their respective organizations. In accordance with the postal laws, the California Medical Association Council, for several years past, established the yearly subscription rate of CALIFORNIA AND WESTERN MEDICINE for Association members at three dollars, or twenty-five cents per copy. When the subscription allocation for California Medical Association members is added to the advertising income of the OFFICIAL JOURNAL, the books show a net balance in the black to the credit of CALIFORNIA AND WESTERN MEDICINE. The subscription price to nonmembers (excepting members of the Nevada State Medical Association, who also receive the JOURNAL at the three-dollar rate) is five dollars per year.

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Coöperation with "California and Western Medicine" Advertisers Requested.—It would

[†] As these comments go forward to the printer, two extremely significant items appeared in the daily press. They are reprinted in this issue on page 197.

not be a difficult task to increase the amount of advertising in CALIFORNIA AND WESTERN MEDICINE if the standards demanded of advertisers were lowered so that proprietary and other announcements could be accepted. That, however, is something that is repugnant to the policy adopted by the California Medical Association, established when it brought the OFFICIAL JOURNAL into existence in November, 1902, to take the place of the *Annual Transactions*—a policy to which the Association has striven to be loyal during the last thirty-six years. In this connection, in the first editorial that graced Volume 1, Number 1, of the OFFICIAL JOURNAL, the founder-editor, Philip Mills Jones wrote:

The CALIFORNIA STATE JOURNAL OF MEDICINE* will hereafter take the place of the Annual Volume of Transactions of the Medical Society of the State of California. . . . In addition to the official reports of the annual meetings of the State Society, and the papers and discussions of the Scientific Section, the JOURNAL will publish a limited number of original articles, reports of county societies, and such other matter as may be of interest.

The advertising pages of the JOURNAL will be limited in number, and will be open only to advertising matter which complies with the strictly ethical standard that is so well understood by all, yet so frequently forgotten—when there is a financial reason to forget!

* * *

Members Are Urged to Read the Advertisements in the "Official Journal."—While more could easily be written on the topic, "Support Your Advertisers," we shall rest at this point, in the hope that members of the State Association will take to heart what has been said and follow up good intentions by regularly scanning the advertising pages of CALIFORNIA AND WESTERN MEDICINE, and writing for literature and information on any and all items in which they may have interest. They may be assured that advertisers, who help make it possible to bring to each member one of the largest of the state medical journals, will appreciate their coöperation. By giving this aid, members will be helping their advertisers, their Association, and themselves. Lend a hand!

WAGNER BILL, S. 1620: AN ILLUMINATING DIGEST OF THE REPORT OF THE SENATE COMMITTEE

On August 4, 1939, the Committee on Education and Labor of the United States Senate, which had been holding hearings on the merits and demerits of Senator Robert F. Wagner's health program bill (S. 1620), submitted a report (No. 1139) to the Seventy-Sixth Congress. Much of the testimony offered at the hearings appeared in succeeding issues of the *Journal of the American Medical Association*.

Physicians who have kept in touch with these proceedings will be interested in the analyses made and conclusions drawn by the Senate Committee on Education and Labor, as submitted by Senator Murray. The forty-two-page report is too lengthy for publication in CALIFORNIA AND WESTERN MEDICINE, but we have pleasure in reprinting, on

* This was the original name of CALIFORNIA AND WESTERN MEDICINE, the California Medical Association at that time being known as the Medical Society of the State of California.